



Montana Tobacco Use Prevention Program
reACT! Against Corporate Tobacco
Youth Empowerment Mini-Grant Program

Mini-Grant Application Packet

Application Deadline: Wednesday September 27th, 2006

**Interested applicants may contact Erin Kintop for technical assistance or questions
regarding the application process at:
Telephone: (406)444-6911 ~ E-mail: ekintop@mt.gov**

08/16/2006

Dear Applicant:

This past June, the Montana Tobacco Use Prevention Program (MTUPP), in collaboration with its *reACT! Against Corporate Tobacco* youth empowerment movement, held its first annual teen summit. 140 teens from every corner of Montana gathered together at the summit in Bozeman to become educated and involved in activities which combat the influence of the tobacco industry. One of the goals of MTUPP, and the primary goal of *reACT*, is to reduce the number of Montana youth who begin to use tobacco by encouraging them to fight corporate tobacco companies. Please note that these programs are not intended to objectify tobacco users; rather, to make clear to youth that they are targets of corporate tobacco promotions. To attain these program goals, it is the primary focus of *reACT* to support and facilitate youth coalitions in creating and implementing anti-tobacco industry activities and projects.

In the spirit of reaching more teens to be involved in this empowerment movement, *reACT* is offering mini-grants this year, totaling \$20,000 worth of funds, to individuals and groups across the state in order to better facilitate youth-led projects. Grants will be provided **up to \$1,000** per applicant and **are to be used to assist youth in creating or continuing local *reACT* student groups which will implement anti-Big Tobacco activities**. Through the use of these funds and the creation of new and exciting projects, the initiation of tobacco use by Montana youth will decline and awareness of *reACT* goals and opportunities will increase.

Teen mini-Grants have been provided by MTUPP in the past and as a result of an increase in MTUPP support and development of the *reACT* movement, funds will be supplied to more applicants and provide a greater amount of monetary resources. We will also be offering smaller grants, projected to be in the \$200-\$300 range, for specific activities around the Tobacco Days of Action--specifically Kick Butts Day and Through with Chew Week--so if you are not accepted for this grant cycle, please be on the lookout for this upcoming opportunity.

Applications will be available **Tuesday, September 5th** and, since it is the beginning of a new and exciting school year, the applications will be **due on Wednesday September 27th**, in order for everyone to have ample time to apply. To apply please submit the following application, filled out in its entirety, **including the invoice**, to Erin Kintop via the contact information provided. Please note that in order to better support our grantees the Montana Tobacco Use Prevention Program will be offering support in the form of technical assistance or training in specific subject areas. If you are interested in additional support, simply contact Erin Kintop at the information listed below.

Please refer to the guidelines/requirements portion below to see if you qualify to apply. Also please refer to the selection criteria, *reACT* 101 informational sheet, and *reACT* goals so that grantee expectations are understood.

reACT! Against Corporate Tobacco Goals:

- ❖ Create and facilitate new and existing youth empowerment coalitions.
- ❖ Decrease the initiation rate of tobacco use among youth.
- ❖ Increase awareness of *reACT* and MTUPP programs.
- ❖ Encourage youth-led anti-corporate tobacco projects.
- ❖ Increase awareness of corporate tobacco's targeting of youth.
- ❖ Increase media literacy, peer education, and grassroots advocacy of tobacco use programs.
- ❖ Complete anti-corporate tobacco activities while incorporating the five educational components of *reACT* (education, activism, art, branding, and media).

Requirements/Guidelines:

- ❖ Funds are designed to assist existing *reACT* youth empowerment coalitions or other community youth coalitions and enable the creation of new ones.
- ❖ Youth applying for a grant must have adult signature on the application and adult guidance in coalition activities.
- ❖ Grantees must submit a completed application, including an invoice, in order to be considered for funding.
- ❖ Awards are available for use from Oct. 11th, 2006 to May 1st, 2007.
- ❖ Grantees must complete a final report and evaluation at the end of the grant cycle which will be sent out May 1st, 2007.
- ❖ Youth grantees, preferably accompanied by an adult grant advisor, are required to attend and present on their tobacco prevention experience at the *reACT! Against Corporate Tobacco* teen summit, tentatively scheduled for June 2007.
- ❖ Distributed funds must be used for completion of *reACT* specific goals. Failure to comply with this requirement will result in fund termination and inability to apply for future *reACT* grants.
- ❖ All grantees are required to send monthly update emails or letters to Erin Kintop about their activities and fund use.
- ❖ All grantees are required to be a part of bi-monthly conference calls in order to communicate possible ideas or concerns to the other grantees. (Detailed schedules, upon acceptance, to follow with specific dates of calls and email updates.)
- ❖ Although there is a \$1,000 maximum fund award, **please only apply for the amount of funds needed in your specific group** so that as many coalitions as possible can receive funding.

Grantee Selection Criteria:

- ❖ Benefit to short/long term goals of *reACT*.
- ❖ Educational benefit for youth and community.
- ❖ Expected impact as a result of coalition implementation.
- ❖ Creativity/Originality of planned activities.
- ❖ Cost effectiveness of project.
- ❖ Youth involvement and leadership.

Thank you so much for applying!!

Erin Kintop, AmeriCorps*VISTA
Montana Tobacco Use Prevention Program
1400 Broadway
P.O. Box 202951
Helena, MT 59620-2951
(406)444-6911
(406)444-7465(fax)

reACT! 101- Information Sheet

General Info

>What is *reACT*?

reACT! Against Corporate Tobacco is Montana's teen-led movement against the tobacco industry. Funded and staffed by the Montana Tobacco Use Prevention Program, *reACT* joins statewide youth empowerment movements across the country in recognizing the power of young people to effectively take on one of our leading preventable causes of death--tobacco use. In a nutshell, *reACT* is media literacy, peer education, and grassroots advocacy all rolled into one!

>How did *reACT* start?

The beginnings of *reACT* can be traced to the Teen Leadership Team, which first convened in January 2006. These 19 teens from across the state were brought together to essentially create the movement- including selection of the name, logo and key messages. *reACT*'s kickoff summit was held at MSU-Bozeman in June 2006. At the summit, which will now be an annual event, 140 teens gathered to learn about *reACT* and how to take action in their communities.

>What are the key messages of *reACT*?

- ✓ Tobacco companies spend billions of dollars marketing to youth, since they need to replace the over 400,000 customers that die annually. And it works-- most tobacco users report starting in their teens.
- ✓ Since teens are being targeted, it is the mission of *reACT* to spread the knowledge that it's happening, and encourage teens to take action against it!
- ✓ *reACT* is against corporate tobacco- tobacco which is marketed and sold with the intent of addiction and profit. *reACT* understands and respects this distinction from ceremonial or traditional tobacco, which is sacred in the Native American community.
- ✓ *reACT* is not against those who use tobacco, but rather, the industry that promotes, addicts, and profits from it. *reACT* aims to **denormalize** and **deglamorize** tobacco.

>Why *reACT*?

- ✓ Many teens have somewhat of an 'immortality complex'- they don't believe tobacco will harm them, or think that they can quit before addiction or harm occurs. Therefore, traditional health messaging regarding tobacco often doesn't resonate with them.
- ✓ Teens, with a little adult guidance, know what types of messaging and activities work best for their peers.
- ✓ Teens hate to feel manipulated or taken advantage of! When tobacco prevention is presented within the youth empowerment framework, it often inspires them to action.
- ✓ Youth love creative expression/rebellion, and youth empowerment movements such as *reACT* give them a structured, safe and meaningful way to be involved in such efforts.
- ✓ A 'branded' movement will increase the continuity of programming activities in tobacco prevention across Montana, and also give involved teens a common bond statewide.

>The five educational components of *reACT* are:

◇ education ◇ activism ◇ art ◇ branding ◇ media

reACT Frequently Asked Question's

1) *My teen didn't attend the summit in June--can they still be a part of reACT?*

YES! We invite all teens throughout Montana to be involved in *reACT*. We also encouraged teens at the summit to spread the word in their communities, and provided them with resources to involve their peers in the recruitment effort.

2) *How do I link up with the teens from my area that attended the summit?*

MTUPP has an Excel spreadsheet listing summit participants and their contact information. Just email us to request it!

3) *We already have a local youth coalition; do we have to have a separate reACT group?*

No. *reACT* can easily become a part of your existing youth coalition. Think of *reACT* like a message to promote, and your group as a mechanism to spread that message. You can certainly use *reACT*'s logo and messaging as you do teen activities in your community, but you can do that under the umbrella of your existing group.

4) *We'd like some funding to do reACT activities--can the state pay for that?*

Unfortunately, we currently do not have the funding to support individual community programs. We encourage you to devote some of your local programming budget to support of the youth movement in your community. This could fall under youth prevention, coalition development, etc. However, we are developing a mini-grant process which will include larger grants to develop and sustain *reACT* groups throughout the year, and smaller grants for tobacco days of action (Kick Butts Day, etc.) Keep your eyes open for these opportunities!

5) *Can I make my own reACT gear?*

YES! If you don't already have the logo, just email us for an electronic copy. And if you need gear ideas, just ask!

6) *How does having a 'branded' youth movement affect MTUPP and local activities?*

In an effort to ensure continuity and consistency in messaging across the state, we will begin branding all MTUPP-produced youth prevention materials with the *reACT! Against Corporate Tobacco* logo and messaging. We will encourage youth-focused media developed on the local level to include *reACT* messaging whenever possible.

7) *What resources is the state providing to support reACT?*

How can I start a reACT group in my community?

To assist in either starting or sustaining a *reACT* group on the local level, we are in the process of developing factsheets (like this one), and promotional materials like gear, palm cards, brochures, etc. Training sessions (for adults or teens) are also available- just call to ask! Mini grants will also be available from September-May.

8) *So reACT is for teens- but what if a 12 year old wants to be involved?*

reACT is based on the premise that 12 year olds (and younger) will want to be involved, much like high schoolers want to do what college students are doing. It's almost like peer mentoring. The goal is to frame tobacco prevention as an acceptable, even somewhat 'cool', activity. Also, there is a certain maturity level needed to understand the concept of the tobacco industry and its approaches, and based on careful analysis of other states' experiences, the 13-18 age group was selected as ideal for this movement.

9) *What's the deal with statewide initiatives?*

Statewide initiatives, such as the Fair Game initiative developed at the teen summit, are collaborative projects which teens all across the state work on at one time. They are definitely NOT the only thing your *reACT* group can and should be doing- but it is one project or focus area that we expect to have major impact with so many youth working on it. There may also be some special *reACT* action items or projects that come up throughout the year—we will always keep you updated!

10) *What is next for reACT?*

Mini grants, recruitment for a new Teen Leadership Team, local coalition support, website development, and summit follow-up will keep us very busy over the next few months!

11) *Who are the reACT staff and what are their main responsibilities?*

Katy Pezzimenti- *Statewide Youth Empowerment Coordinator*
444.7896

- Grassroots promotion, training and recruitment
- Resource development
- Teen Leadership Team oversight
- Youth media approval

Alisha Benson- *Youth Health Education Specialist*
444.7373

- Strategic partnerships/collaboration with MTUPP-funded entities
- Lead contact with UM logistics and support piece, as well as budget
- Assistance with all *reACT* related activities

Erin Kintop- *AmeriCorps*VISTA, Youth Empowerment Grants Coordinator*
444.6911

- Mini-Grant process (creation, promotion, selection, TA, evaluation)
- Assistance with all *reACT* related activities

12) *How can adults best support the reACT movement?*

In a youth empowerment movement, it's important to understand and recognize the role of adults. You'll often hear it referred to as "youth-led, adult-guided". What does that mean? A simple formula encourages adults to:

- ✓ EDUCATE-- inform teens about why and how to get involved
- ✓ MOTIVATE-- inspire them to action and support their ideas
- ✓ ADVOCATE-- for them within your organization, school, community, etc.

If you've made it this far, you are a *reACT* expert! Feel free to contact us if you have any questions.

Possible Ideas for Mini-Grant Use

Here are some project ideas for your *reACT* group to spend their grant money on. Most of these ideas are low or no cost. These activities have been done by youth and anti-big tobacco groups all over the country. Remember these are only ideas; please feel free to change them to fit your community needs and let them influence you to create new activities. If you would like more information about one or more of these activities, have any questions, or need some assistance implementing them, please feel free to contact *reACT* and we'll assist you any way we can. Most importantly, be creative and have fun!

- ***reACT! Against Corporate Tobacco Carnival***-create fun games, offer unique prizes, booths, etc. and provide educational material about *reACT*
- Create ***reACT Interactive Educational Booths*** in school or around community-distribute *reACT* info and implement an exciting theme
- Create fun and unique **Educational Presentations** to give to younger students
- **Write Letters**--possibilities might include:
 - **Newspaper Editors**-regarding local issues
 - **Billboard Company Executives**-eliminating or reducing the number of tobacco ads in the community
 - **Magazine Company Executives**-targeting magazines with tobacco ads
 - **School Superintendent and Principal**-regarding smoking in and around school
 - **Legislators**-educate your local political advocates about the use of tobacco product by teens in your community
 - **District Attorney**-urging action on youth access to tobacco products
 - **Sports Figures**-disapproving of their public use of tobacco
 - **Hollywood**-protesting the industry's promotion/depiction of tobacco
- Use **Media Outlets** to spread the *reACT* message
 - **Public Service Announcements**- use radio or print sources
 - **Press Conferences**-have youth spokesperson to attract media attention
 - **Poster Ads**-youth designed ads
 - **Interviews**-done with teens and publicized regarding tobacco hot topics
 - **Radio Shows**-use local radio station to discuss issues and cool play music
 - **Radio Drama**-produce a play and air it on local radio or TV
 - **Cable Show**- arrange guests to come and talk about tobacco issues
 - **Newspaper Articles**-submit articles written to you to local media
 - **Billboards**-place youth designs all around community
- Give brief youth tobacco facts at the beginning of **School Announcements**
- **Knock Out Tobacco Ads**- gather as many tobacco ads as you can, create a mural, and destroy the ads by painting tobacco facts all over it, then display it for the school.
- Create projects which include **Statistical Tobacco Facts**-1200 people die everyday from tobacco and secondhand smoke, every 72 seconds one person dies from tobacco related diseases, etc. Create t-shirts, demonstrations, palm cards, etc. using these numbers.

- Create a **Cool Magazine** with info regarding youth tobacco use- include facts, poems, tobacco company quotes, *reACT* group information, drawings and pictures, and release it once or every month.
- **'I Will Survive' March**-organize a community march including people who have survived a tobacco related disease or lost a loved one, to put a face to statistics.
- **Create A Pledge Wall**-have people write messages and pledge to quit using tobacco or prevent others from starting, pledges can be anonymous
- Organize a **Battle Of The Bands**-get local bands to play and spread your anti-big tobacco message
- Create **Extra Warning Stickers** for cigarette packs or store displays- carry the stickers around with you and place them wherever appropriate and where you have permission.
- Collect all of the **Tobacco Ads** and promotions you can. **Graffiti** all over them, write youth tobacco facts, write a personal message telling the companies that you don't want to be a target, etc., on them and send them back to their specific tobacco companies.
- **Take It To The Streets**. Create signs and posters with quotes from big tobacco companies on them and walk around your community. Let them know what the tobacco companies really think.
- Create a **Memorial** to the over 400,000 people who die each year in the U.S. or the 1400 that die in Montana as a result of tobacco related complications. Make up nametags (hello my name is), crosses, etc. to signify all the people we've lost in the last year.
- Visit different **Places of Business** that allow smoking. Tell the owner or manager how important it would be to you if they went smoke free and ask them to volunteer to do so or write an anonymous letter. Or tell smoke free establishments that you appreciate them.
- Create **Contests At Your School**. See who can make the best art, billboard, t-shirt, poster design, or public service announcement related to the anti-corporate tobacco message and make sure to display the winners.
- **Chalk Your Sidewalk**-with permission chalk busy sidewalks around your community or school with different *reACT*-related messages.
- **Go To Local Fairs**-Educate the public about the tobacco sponsorship of fairs and rodeos
- Promote a **Health Fair** or set up a booth at one-create an interactive and fun booth(s) to educate your community about tobacco and the tobacco industry
- Create some cool **reACT Gear**-make t-shirts, hats, posters, bumper stickers, Frisbees, etc. and distribute them at your events
- Create a **Play** and put on a **Theater Presentation**- perform in you school or around the community
- Projects which increase awareness of the implementation of **Tobacco Free Schools**- hand out palm cards which explain new policies at school events (athletic, drama, etc), do announcements over the Public Address system, partner with the concession stand to put messaging on napkins, snack items, etc.

If That's Not Enough Here Are Some Great Websites For Other Ideas:

Campaign for Tobacco-Free Kids

www.tobaccofreekids.org

The Campaign for Tobacco-Free Kids is building a healthier future for our children by public attitudes and public policies regarding tobacco use. It strives to prevent kids from smoking, help smokers quit, and protect everyone from second-hand smoke. Its site provides the latest data, state specific fact sheets, special reports, a tobacco ad gallery and more.

Kick Butts Day

www.kickbuttsday.org

The Kick Butts Day website is your resource to create your own KBD activity, and to stay involved in the fight against Big Tobacco throughout the year. Request a guide, register your event, and browse through activity ideas, media materials and additional resources.

Campaign for Tobacco-Free Kids

www.standoutspeakup.org

This is the Campaign for Tobacco-Free Kids' youth action center. It's a resource for youth advocates across the country interested in becoming more involved in taking action, changing policy and spreading the word about Big Tobacco's manipulation, like and history of targeting kids. Hear from other youth advocates as they share their ideas and experiences organizing advocacy and activism events in their own states.

Centers for Disease Control Government Website for Youth tips

www.cdc.gov/tobacco/tips4youth.htm

A section just for kids (educators and parents too) on the Centers for Disease Control website.

IGNITE

www.ignitegeneration.org

Ignite is a national organization created and run by youth. Its goal is to hold public officials accountable for allowing tobacco companies to continue to target kids.

Through With Chew

www.throughwithchew.com

The Through with Chew website is your resource to create your own TWC activity. Take a survey, get quit help, read their newsletter, post an event, or see what's happening where you are.

truth

www.thetruth.com

Truth is a nationwide teen tobacco prevention movement.

Montana Tobacco Use Prevention Program Website

<http://tobaccofree.mt.gov/>

The official website of the Montana Tobacco Use Prevention Program. A great resource for tobacco prevention advocates looking for Montana-specific information- research, program activities, etc.

New York's Youth Empowerment Website

www.realitycheckny.com

Check out this website to find out what youth in New York are doing to prevent tobacco use. Get ideas to start your own programs, how to build youth coalitions, activities and demonstrations you can have, and some great Big Tobacco Facts.

Wisconsin's Youth Empowerment Website

www.fightwithfact.com

Wisconsin has a great youth empowerment website. Post what you've been doing in your community, research activities going on in their state, look at some great gear ideas, or find some interesting Big Tobacco facts.

Iowa's Youth Empowerment Website

www.jeliowa.org

On Iowa's youth empowerment website you can find out what's going on locally or in the country with Big Tobacco, some great project ideas, and tobacco facts.

West Virginia's Youth Empowerment Website

www.razewv.com

A great website from West Virginia for youth activity ideas. Includes information about news releases, activities they've done, a bulletin board, and more.

Mini-Grant Timeline:

Tuesday Sept 5 th	Applications Available
Wednesday Sept 27 th	Applications due
Friday Oct 13 th	Award Notification Activities can begin
Friday Oct 27 th	Funds Distribution Target Date
Tuesday May 1 st	Send Out Final Reports Project Completion
Monday May 14 th	Reports/Evaluations Due



Montana Tobacco Use Prevention Program/*reACT! Against Corporate Tobacco*
Mini-Grant Application Form

Before filling out the application, please refer to the information provided in the attached letter. Please fill out all relevant parts and return to Erin Kintop at the contact information provided below no later than **Wednesday September 27th** at close of business.

(1) Basic Applicant Information:

Name of Sponsor Group/Organization: _____

Address of Sponsor Group/Organization: _____

Sponsor Group/Organization Phone Number: _____

Advisor/Adult Name, Mailing Address, Phone Number and Email: _____

Primary Youth Contact Name, Mailing Address, Phone Number and E-mail: _____

(2) Project Description and Budget:

Please describe your newly formed coalition, or existing one, and the proposed projects and/or activities you plan to coordinate in a brief narrative. Please include information such as: the name of your coalition, what actions will be taken, who will be in charge of the action, when the action will start and be completed, and how much will it cost. Use as much detail as possible and attach additional paper if necessary.

(3) Questions:

Please answer the following questions in as much detail as possible and attach additional pages if necessary:

1. What specific community, or group of youth, do you hope to reach with your project?

2. What goals do you hope to accomplish by the end of your grant cycle?

3. What resources from *reACT* will you need in order to have a successful year?

_____ *reACT* trainings

_____ *reACT* information

_____ Ideas about possible projects

_____ *reACT* help with promotion of projects

_____ *reACT* help with completion of projects

_____ Other, please specify:

4. How will this project specifically support *reACT* goals?

5. How will this project influence the decrease in initiation of tobacco use by Montana youth?

6. Have you received an MTUPP mini-grant in the past?

_____ No

_____ Yes

(4) Invoice

Please fill out the attached invoice for prompt payment of grant funds should your program be selected. This is a necessary part of the application, seeing as you will not receive funds unless you complete an invoice.

(5) Verification/Signature

Signature of Youth Applicant(s) _____

Signature of Adult Advisor(s) _____

Thanks a lot.....that's it, we'll be getting back to you soon. If you have any questions regarding the application, mini-grant funds, or *reACT* in general, please contact me!

Erin Kintop
1400 Broadway
P.O. Box 202951
Helena, MT 59620-2951
(406)444-6911
(406)444-7465(fax)

[Insert letterhead here, if applicable]

Invoice

Erin Kintop
Montana Tobacco Use Prevention Program
1400 Broadway
P.O. Box 202951
Helena, MT 59620-2951

DELIVERABLE PAYMENT REQUESTED: Youth-Led Mini Grants Program
[Insert Date]

Name:
Address:

Tax ID Number/SSN:

Payment Amount:

Date:

Submitted by: **[Your Name]**

Signature

Date